

Spring 1986

## UA68/13/5 AdVenture

WKU Advertising Club

Follow this and additional works at: [http://digitalcommons.wku.edu/stu\\_org](http://digitalcommons.wku.edu/stu_org)

 Part of the [Advertising and Promotion Management Commons](#), [Mass Communication Commons](#), and the [Public Relations and Advertising Commons](#)

---

### Recommended Citation

WKU Advertising Club, "UA68/13/5 AdVenture" (1986). *Student Organizations*. Paper 106.  
[http://digitalcommons.wku.edu/stu\\_org/106](http://digitalcommons.wku.edu/stu_org/106)

This Newsletter is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in Student Organizations by an authorized administrator of TopSCHOLAR®. For more information, please contact [topscholar@wku.edu](mailto:topscholar@wku.edu).

# —adventure



Jay Giles, Creative Director of Doe-Anderson, Louisville, talks with Penny Kephart about layout/design jobs.

# —spring—1986



# Advertising Professionals "Getting Your Ca



Bill Beam, McCann-Erickson,  
awaits a question.

---

Six professionals from Nashville and Louisville came to campus Feb. 13 to talk with students about getting that first job in advertising. The event was the second seminar held this year by the Advertising Club.

The seminar began with sessions on preparing resumes and interviewing, followed by two panel discussions. Ty Hasty, general sales manager, Shoneys; Pam Brown, advertising director, Castner-Knott and Robert Stettner, general sales manager, WSMV-TV led the first discussion. Each talked of the opportunities available in his/her area of work.

---

Steve Bernard, display ad manager, Courier-Journal tells students about newspaper sales jobs.





# onals Advise On... reer in Gear”

“You can’t beat newspaper experience if you want to go into retailing,” advised Pam Brown. “That’s a very good place to start in that first job.”

Stettner stressed the necessity of knowing what you want to do in a career before you get started. “Then you have to work hard to excel in that objective,” he added.

The second panel was composed of a group from Louisville: William Beam, senior vice-president, McCann-Erickson; Steve Bernard, display ad manager, The Courier-Journal and Jay Giles, vice-president creative services, Doe-Anderson Agency.

Giles explained the difficulty of getting your foot in the door in the creative department of an agency. “You really have to make yourself stand out in the crowd,” he said.

Steve Bernard told students what he looks for in a potential sales person for the Courier-Journal. He explained that you have to adopt a marketing approach today to be successful in selling newspapers.

The panel discussions were followed by one-on-one sessions between the visitors and Western advertising students. Each student had an opportunity to talk with the professional from the area in which he/she was most interested. Some students showed portfolios and resumes which were critiqued.

“It was one of the most successful events held by the Advertising Club so far,” according to Lisa LeCompte, Ad Club president. “I’m sure the Club will be holding other seminars of this type in later years.”



The Nashville Group. Ty Hasty, Pam Brown and Bob Stettner listen to student employment concerns.

---

---

Julie Kuehn, Vice-President of Ad Club, introduces a panel of professionals.





# Hobson House Campaign a Big Success.



Dorothy Williams, Tom Barger, Laura Moss and Lisa LeCompte await presentation of their public service campaign to city/county officials at the Chamber of Commerce.

—adventure—  
—staff—

## **Editor:**

Debra Duckett

## **Writers:**

Debra Duckett  
Greg Havens  
Lisa LeCompte

## **Photographers:**

Caren Goddard  
Tami Meredith

## **Layout:**

Greg Havens  
Debra Duckett

## **Advisers:**

Mr. Ted Kidd  
Mrs. Carolyn Stringer

—adventure—

Non-Profit Organization  
U.S. Postage Bulk Rate  
Permit 398  
Bowling Green, Ky. 42101